



# 11  
W. L. Thomas  
11/8/03  
PATENTS

Attorney Docket No. UV-57

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : William L. Thomas et al.

Application No. : 09/139,798 Confirmation No. : 5738

Filed : August 25, 1998

For : PROGRAM GUIDE SYSTEM WITH MONITORING  
OF ADVERTISEMENT USAGE AND USER  
ACTIVITIES

Group Art Unit : 2611

Examiner : Son P. Huynh

New York, New York 10020  
December 30, 2002

**Hon. Commissioner for Patents**  
P.O. Box 2327  
Arlington VA 22202

SUBMISSION OF FORMAL DRAWINGS

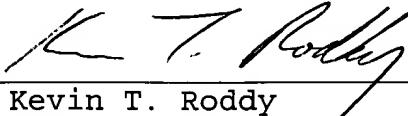
Sir:

Pursuant to 37 C.F.R. § 1.85, applicant herewith  
furnishes Sixteen (16) sheets of formal drawings (Figs. 1-15),

Express Mail  
EI125453367US

to be substituted for the sixteen sheets of formal drawings  
filed on November 19, 1998.

Respectfully submitted,



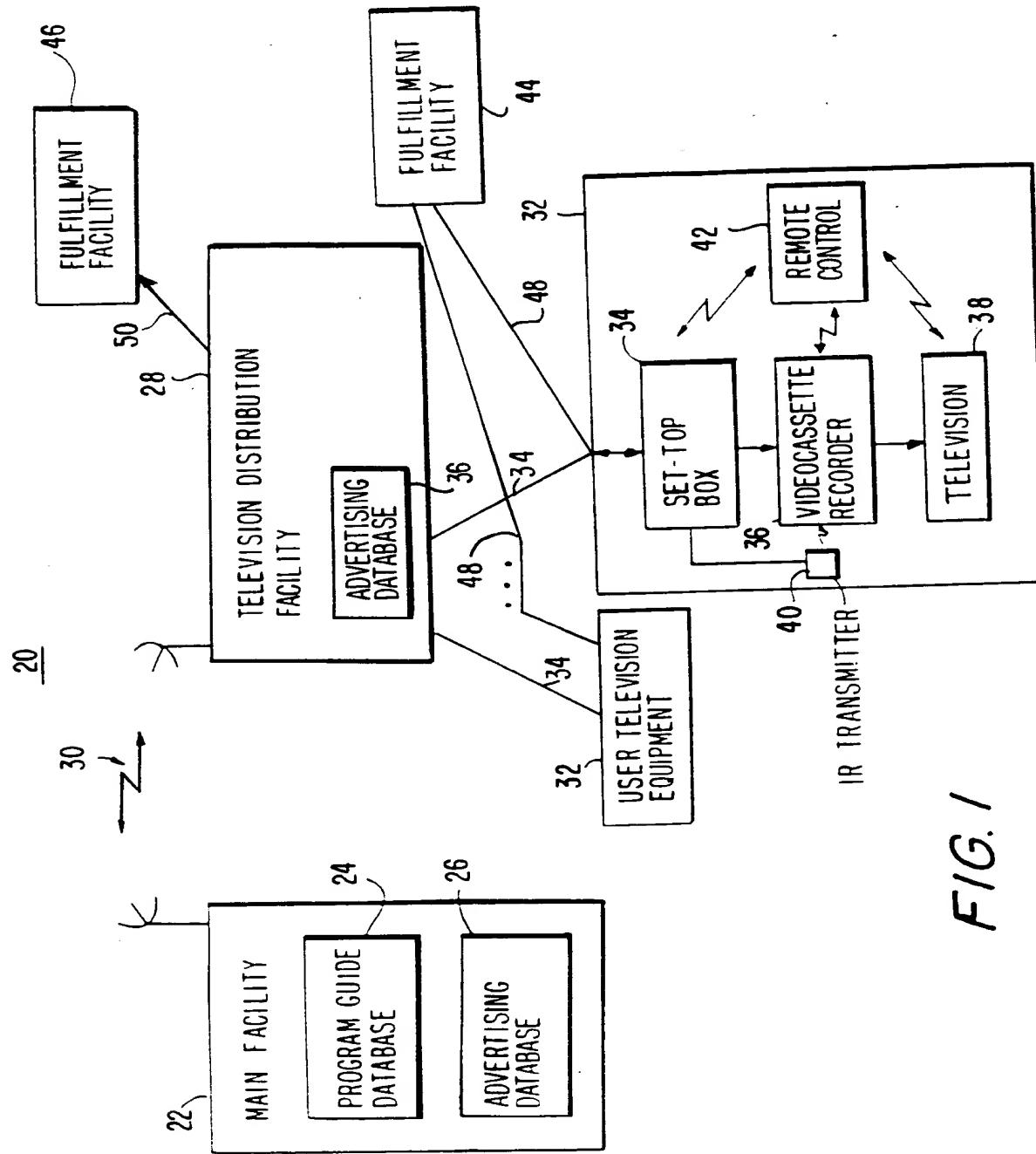
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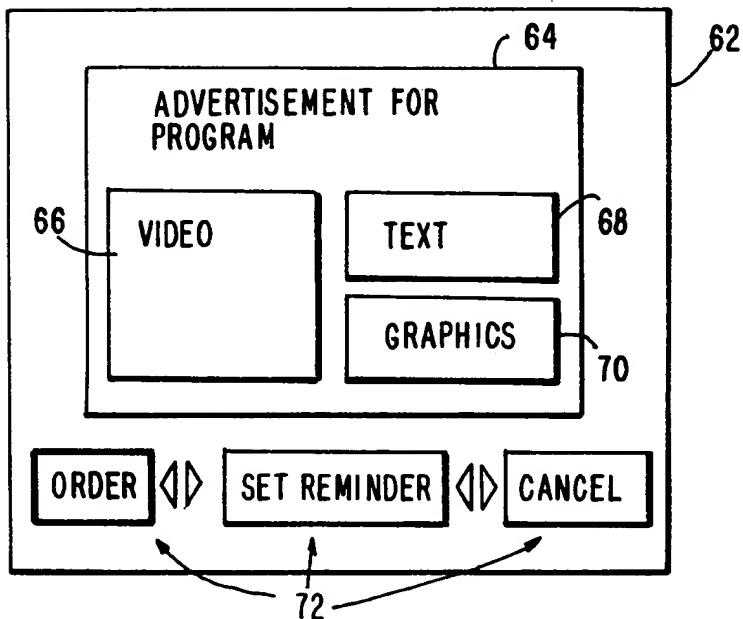
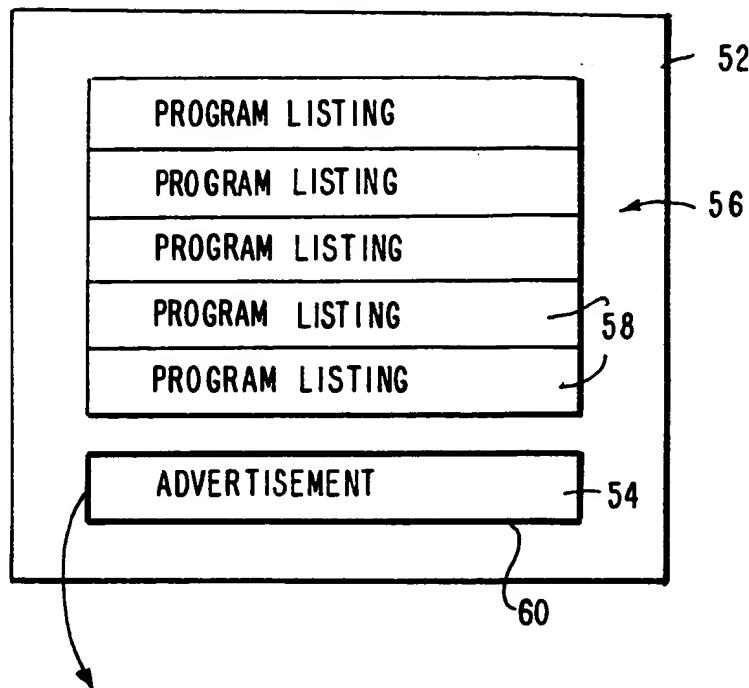


FIG. 2



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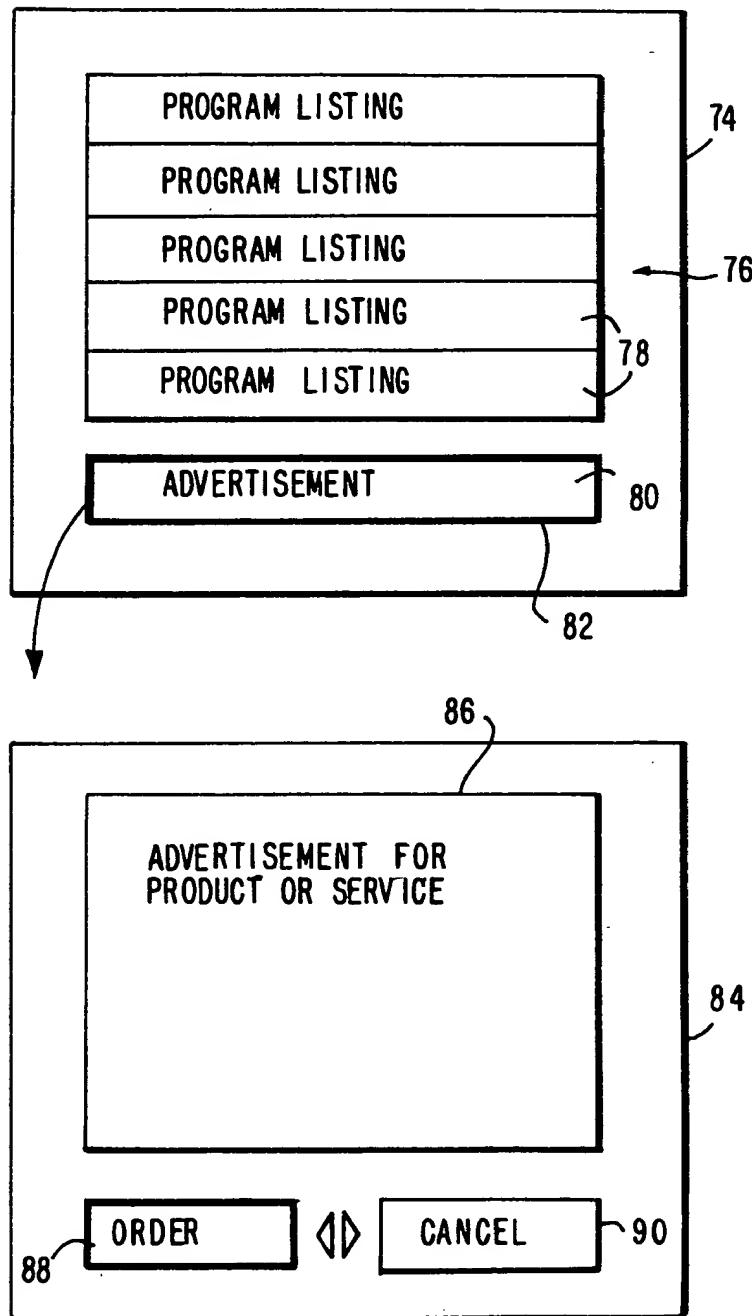


FIG. 3



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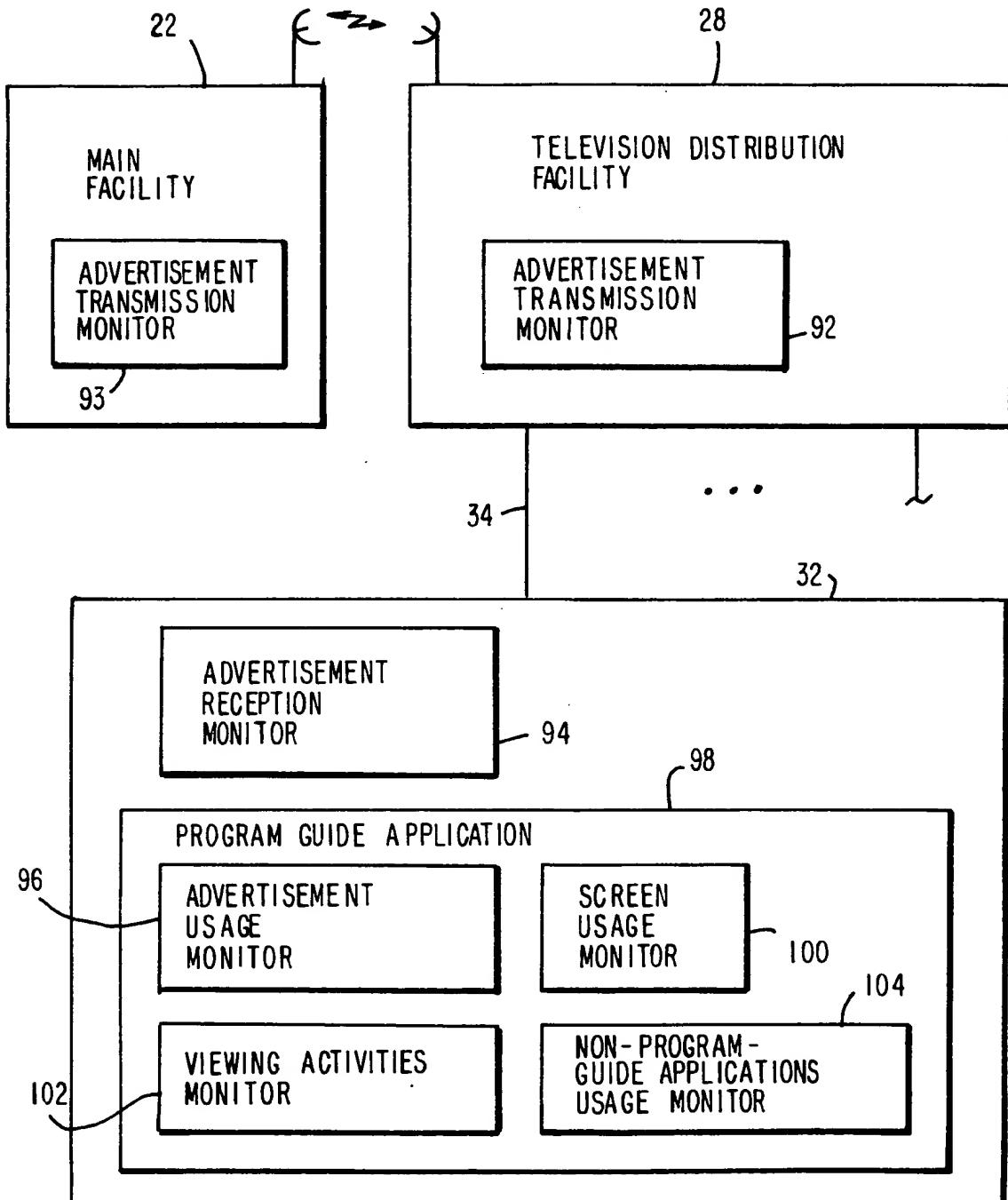


FIG. 4



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108	ADVERTISEMENT IDENTIFIER
110	INFORMATION ON WHETHER ADVERTISEMENT WAS TRANSMITTED CORRECTLY
112	INFORMATION ON WHETHER ADVERTISEMENT WAS RECEIVED CORRECTLY
114	INFORMATION ON THE NUMBER OF TIMES ADVERTISEMENT WAS DISPLAYED
116	INFORMATION ON WHICH PROGRAM GUIDE SCREENS ADVERTISEMENT WAS DISPLAYED ON
118	INFORMATION ON WHICH SCREENS WERE ACTIVE WHEN THE ADVERTISEMENT WAS SELECTED BY THE USER
120	INFORMATION ON USER ACTIONS THAT RESULTED DIRECTLY FROM SELECTING THE ADVERTISEMENT, SUCH AS WATCHING A PROGRAM, RECORDING A PROGRAM, PURCHASING A PROGRAM, ETC.
122	DATE AND TIME ADVERTISEMENT DISPLAYED OR ACTION TAKEN

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FIG. 5



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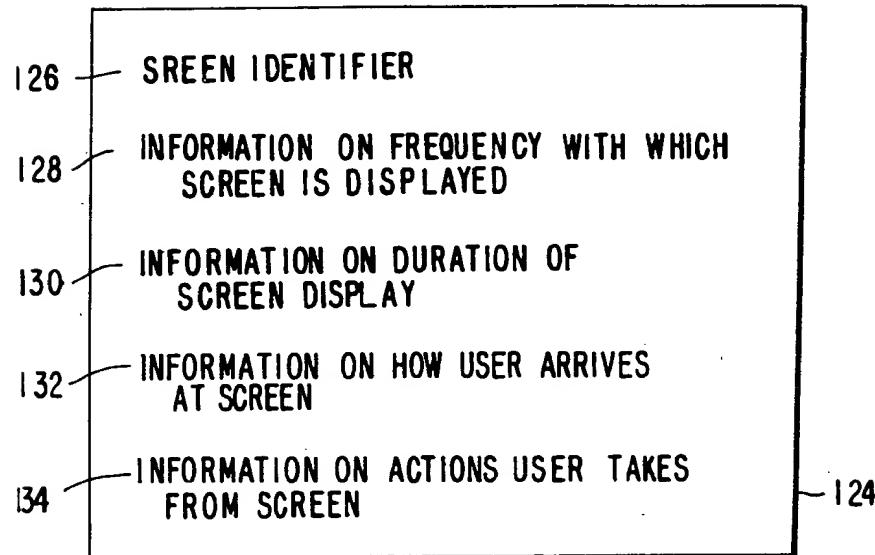


FIG. 6



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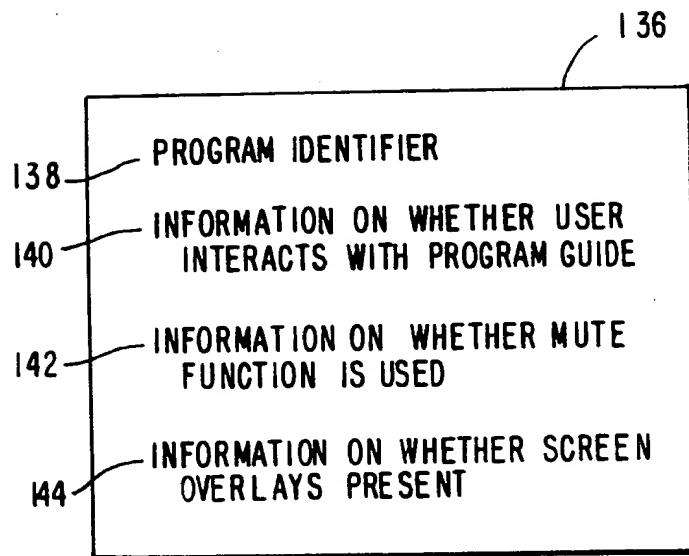


FIG. 7

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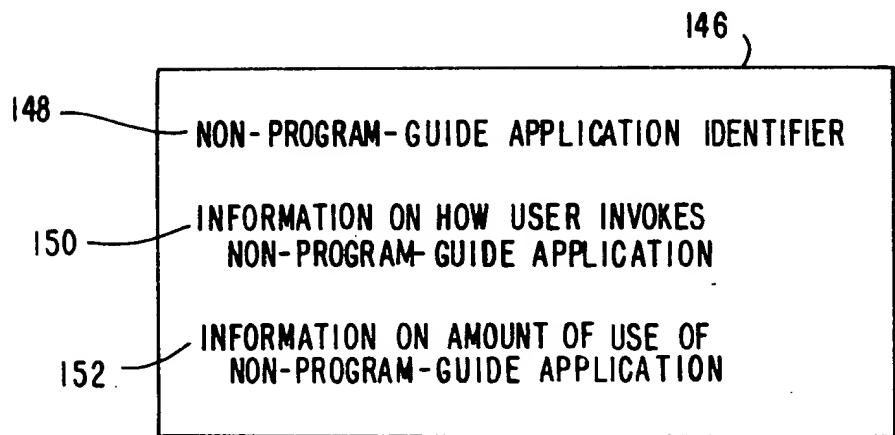


FIG. 8



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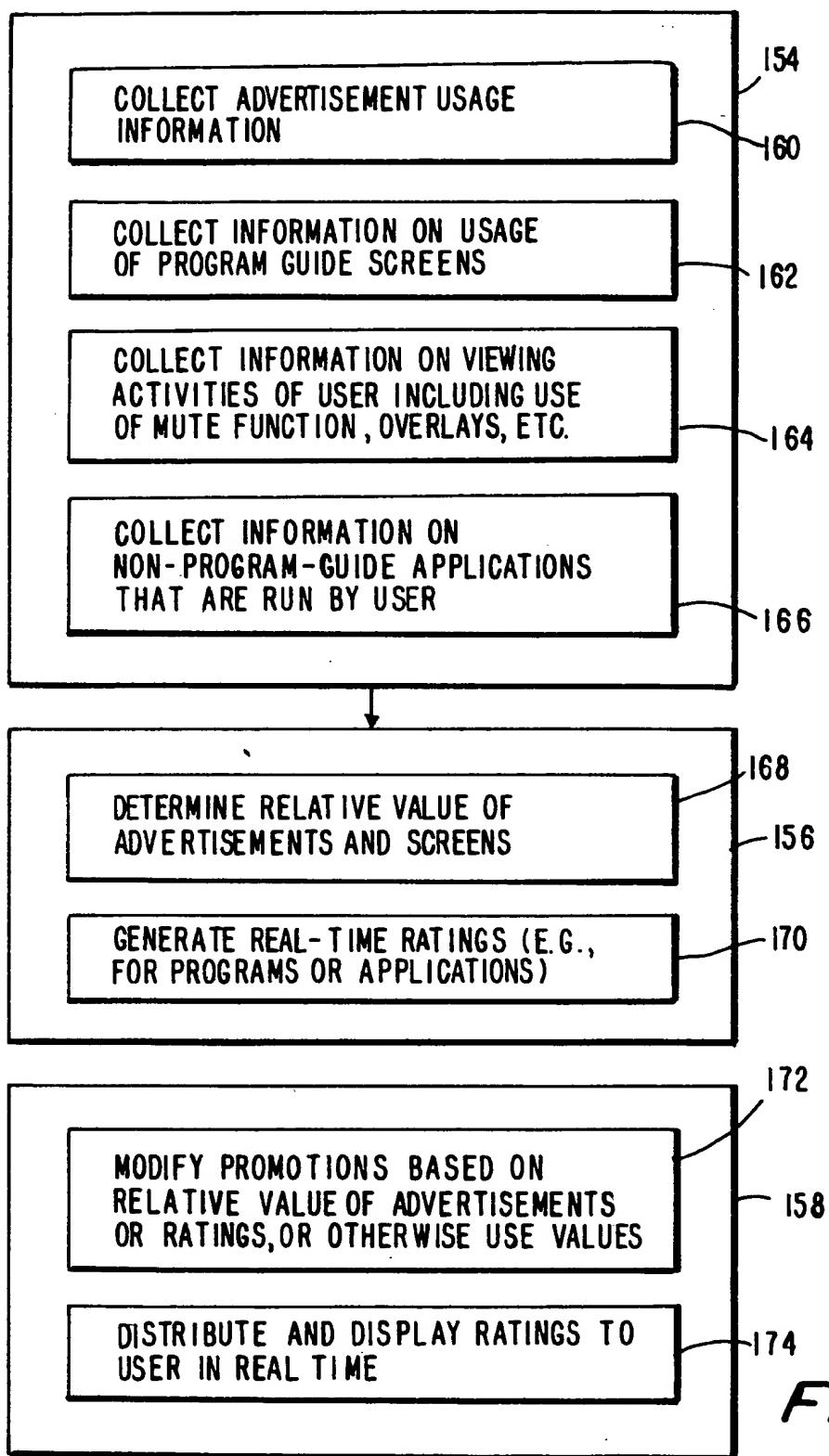


FIG. 9



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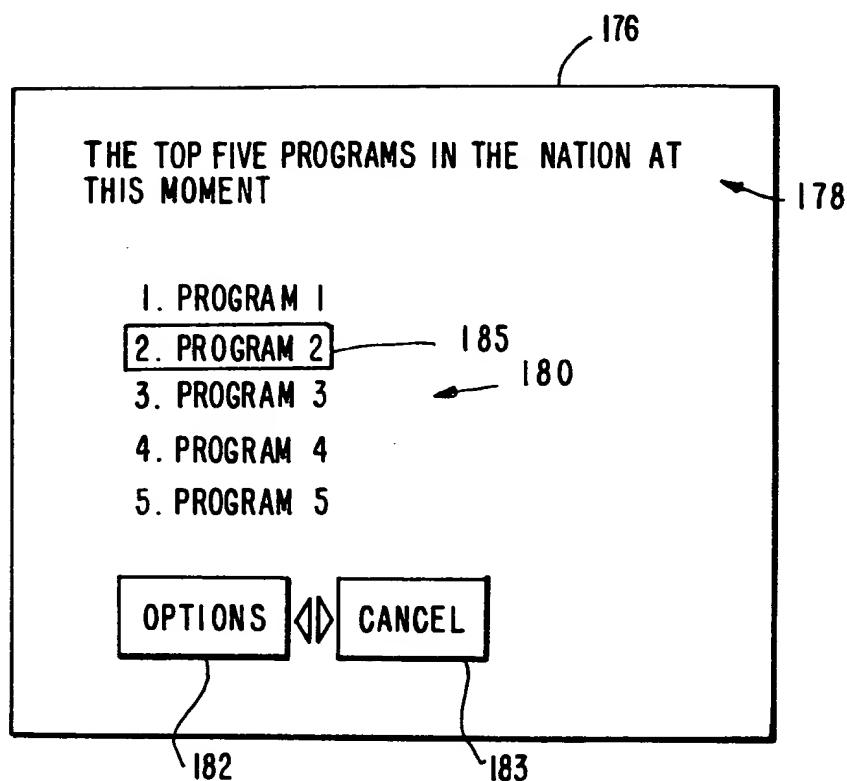


FIG. 10a



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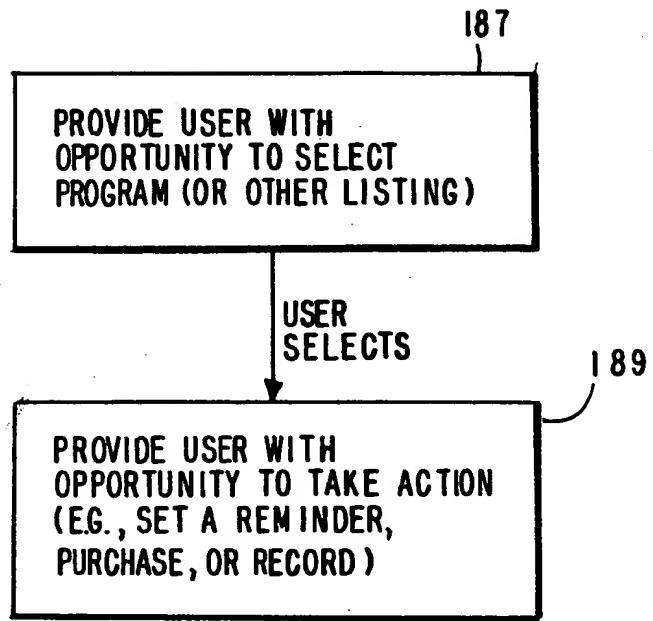
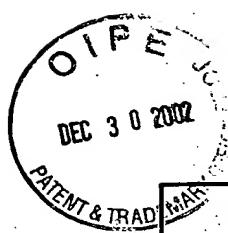


FIG. 10b



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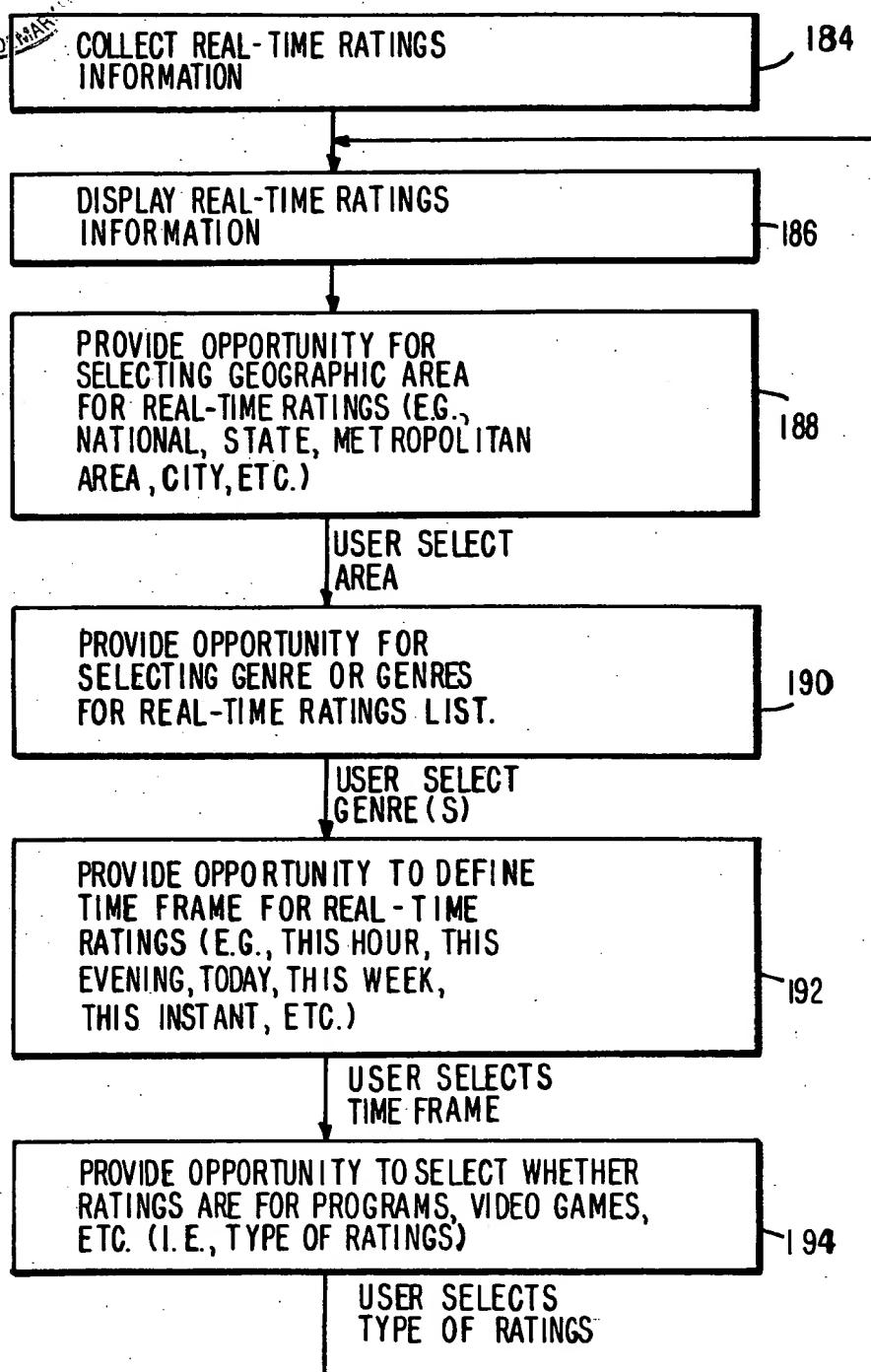


FIG. 11



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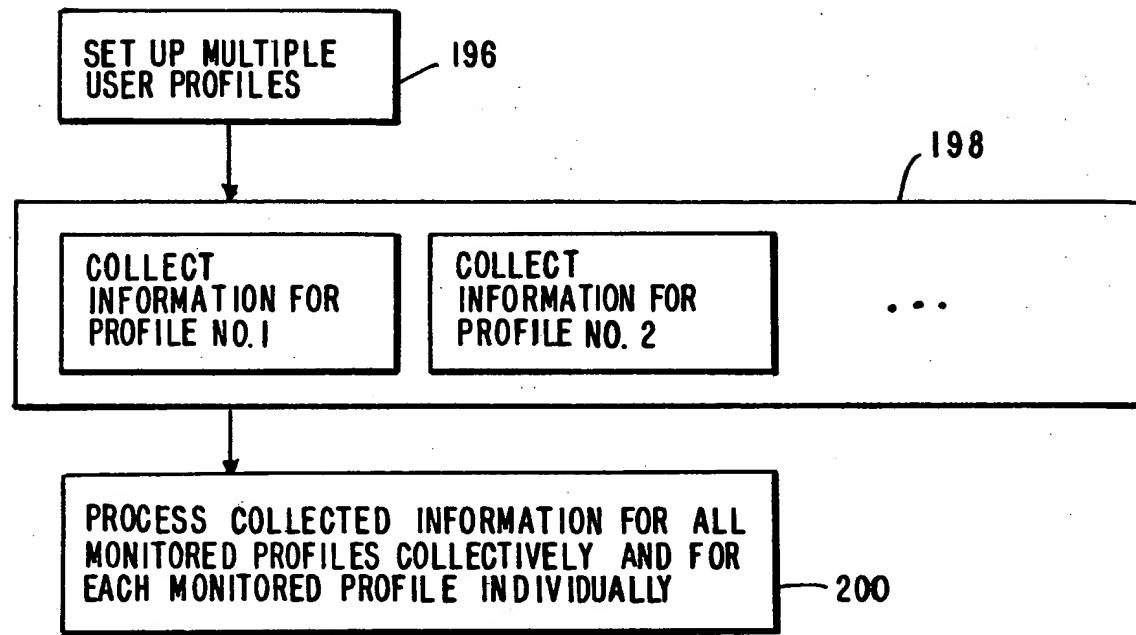


FIG. 12



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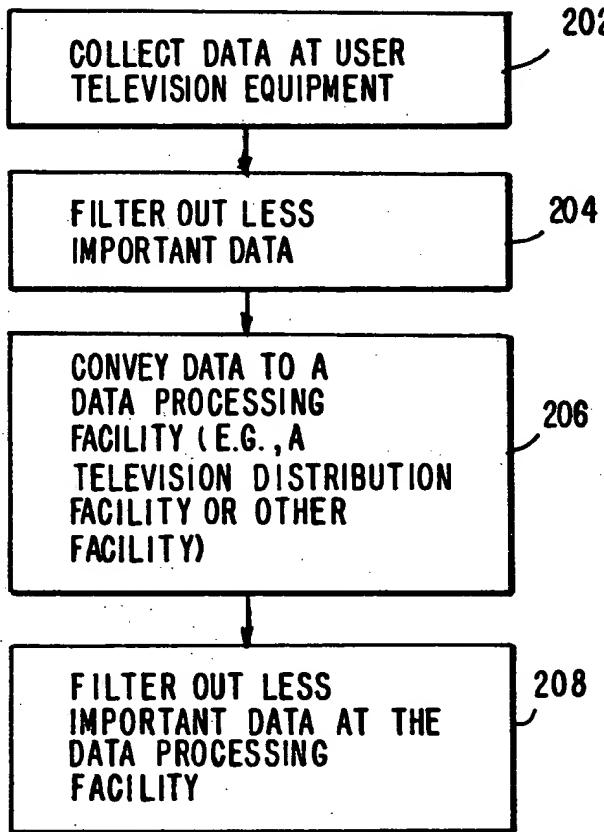


FIG. 13



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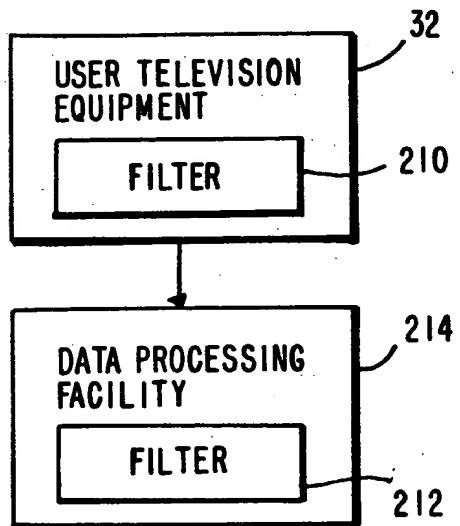


FIG. 14



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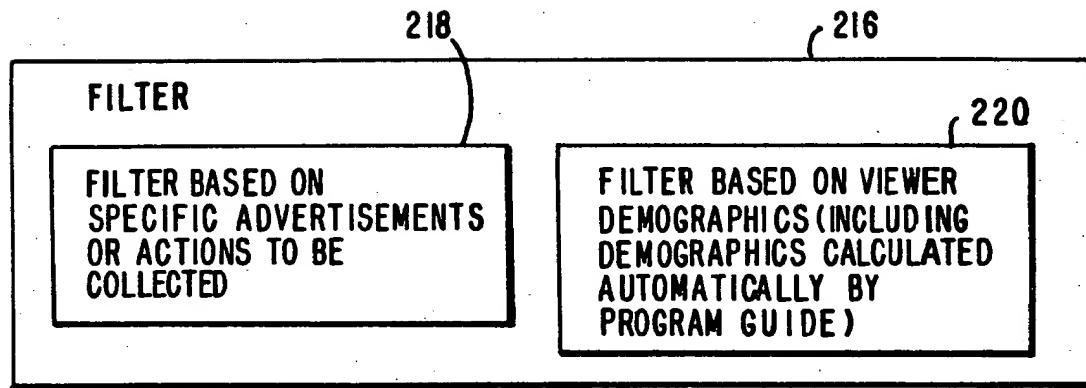


FIG. 15